

# CHAIN REACTION

Podcast • Video Series • Social Media Campaign



**Week 6 Artifacts**

By: Melinda Garza



## WEEK SIX PROGRESS

This compilation of artifacts details my progress for week six of my podcast, video series and social media campaign.

After focusing on my first podcast episode last week, I went into week six of this project wanting to focus on both video and finalizing the last portion of my social media campaign: writing and scheduling.

Throughout the course of the week, I wrote 18 different social media posts and went out to record footage and an interview for the video-portion of this project.

The social media posts consisted of 15 different graphics I created during week four in addition to three posts linking to my two podcast episodes and my video. It made it easier to write the post descriptions this week because the content had already been created. After writing the posts, I scheduled the graphics throughout the month of July on the social media management platform Hootsuite. After reading dozens of articles about how each social media platform has its own benefits depending on content type and audience, KPIs and goals, I discovered the following based on an article on SpoutSocial:

- Midweek mornings proved to be a successful time across most social platforms, including Facebook, Instagram, Twitter and LinkedIn.
- The best times to post on social media are Tuesdays through Thursdays at 9 a.m. and 10 a.m.
- The worst days to post on social media are Sundays

Based on these findings, I scheduled my posts Mondays- Friday and excluded the weekends. I also tried to keep to the 9-10 a.m. schedule except for the days I scheduled more than one post.

Social media management platform Hootsuite had similar findings on an article titled “The Best Time to Post on Facebook, Instagram, Twitter, and LinkedIn,” which stated that while there are common times to post, those are most often used as starting points for new accounts that do not have an audience to test on.

“Once you do have an audience though, it’s staggeringly easy to figure out the best time to post for your social media channels—especially if you have the right tools,” the article stated.



## SOCIAL MEDIA POSTS



What better way to enjoy the beautiful weather outside than a nice ride on your bike!?

Be sure to stay safe out there while sharing the road!



Getting ready to hit the road today?

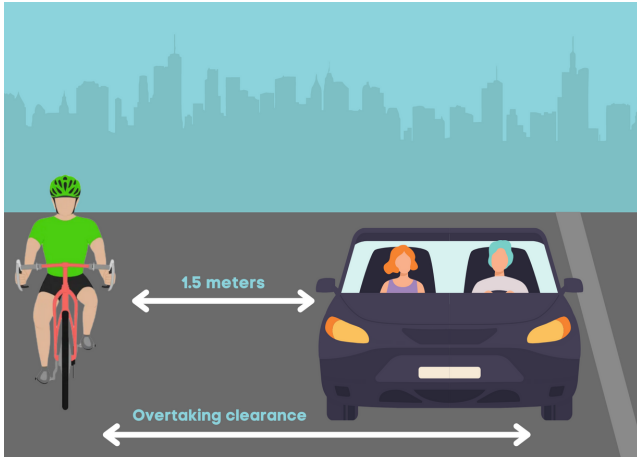
Be sure you're equipped with proper cycling safety gear for safe commuting and riding!



More than 600 kids are seen in emergency rooms for bicycle-related injuries each year. Help set your kiddo up for an amazing ride by remembering that a bicycle is not a toy; it's a vehicle!



## SOCIAL MEDIA POSTS



Did you know that 45 percent of fatal bicycle crashes involve a vehicle hitting the cyclist from behind or the side while traveling in the same direction?

Help prevent this by leaving a safe distance between the motor vehicle and the bicycle of at least three feet and maintain the clearance until safely passing the cyclist.



Whether you're driving your car, horse, riding your bike or merely walking, your safety depends on sharing the road safely with other vehicles and users.

Help keep everyone safe on the road by remembering that the road a shared space where we all have rights and responsibilities!



Don't startle cyclists by honking your horn! You may feel inclined to honk to announce you are behind a cyclist or to let them know that you will attempt to pass them, but startling a cyclist could cause them to lose control of their bicycle and crash.



## SOCIAL MEDIA POSTS



Keep these helpful tips in mind the next time you hit the road!

## SEE AND BE SEEN

Always use lights, reflectors and high visibility clothing



Doing all you can to ensure that you are seen makes night riding safer for all, and can really give you the confidence you need to hit the streets after dark.

Visibility is the name of the game!



You've probably seen a ghost bike. Perhaps you passed by its skeletal white frame, locked to a street sign on a busy corner, adorned with flowers, votive candles, or other mementos. No matter the location, ghost bikes turn an indiscriminate patch of road into a solemn reminder: A cyclist was either killed or seriously hit while riding there.



## SOCIAL MEDIA POSTS



Whether you're group riding on a peloton or in an area where a lot of people are cycling, using bike hand signals can warn others of your intention to stop, slow down, or turn – giving them the time that they need to react appropriately.



Did you know?

Cycling to work is linked with a 45 percent lower risk of developing cancer and a 46 percent lower risk of cardiovascular disease compared to commuting by car or public transport. As little as 20 miles a week on a bike can reduce your risk of coronary heart disease by half!



Bicycling is one of the best ways to get exercise, see the sights and reduce your carbon footprint. Here are five tips for staying safe on the road:

1. Wear a helmet.
2. Keep your head up, stay alert, think ahead.
3. Don't pass across the front of pedestrians.
4. Assume you are invisible to motorists.
5. See & be seen.



# SOCIAL MEDIA POSTS

## Cycling Accidents

Injuries and Fatalities by the Numbers

**FATALITIES BY AGE**  
Deaths among cyclists over 20 years of age have almost quadrupled since 1975. According to the U.S. Department of Transportation, 88 percent of cyclists deaths in 2020 were adults 20 years and older.

**COMMON INJURIES**  
The most common injuries associated with bicycle crashes are head injuries and fractures. In 2020, 57 percent of cyclists killed were not wearing helmets.

**Failed to look properly**  
In police reports, "failed to look properly" was considered the most common key factor in serious collisions for both motorists and cyclists.

**Cyclist deaths by age & sex**  
In 2016, 622 men & 112 women 20+ y/o were killed. In 2017, 613 men & 75 women were killed. In 2018, 671 men & 95 women were killed. In 2019, 662 men & 107 women were killed. In 2020, 714 men & 103 women were killed.

**One-Fifth of every cyclist killed or injured are children.**

**PREVENTABLE BICYCLE-RELATED DEATHS BY MONTH**  
Bicycle-related deaths peak in the warmer months, starting in May and remain high through October. In 2020, the most deaths occurred in August (157) and the fewest in February (53).

Sources: Injury Facts® and the U.S. Department of Transportation

## Cycling Myths vs Facts

- Cycling takes too long** → More than half of peak hour taxi trips would be quicker on a bike.
- Bikes are easily stolen** → While an unlocked wheel is a target, a bike lock can prevent theft. Stolen bikes are covered by renters insurance.
- I'll get too sweaty** → Cycling takes half the energy of walking and you can bike in regular clothes!
- Cycling is too expensive** → On average, a car costs \$8,946 a year (monthly payment, gas, etc.) whereas a bike only costs about \$120 to maintain.

True or False: It takes longer to cycle to your destination than drive?

Gussed correctly? Check out the rest of these cycling myths and facts before you hit the road!

## 8 WAYS TO BIKE SAFELY THIS SUMMER

- Wear a bike helmet**  
Everyone, at every age, should wear bicycle helmets.
- Adjust your bike to fit**  
There should be 1-2 in. between the rider and the top bar.
- Check your equipment**  
Before riding, inflate tires and check that the brakes work.
- See and be seen**  
Regardless of the time, always make yourself visible to others.
- Control the bicycle**  
Ride with two hands on the handlebars, except when signaling a turn.
- Watch for road hazards**  
Watch for potholes, glass, gravel, puddles, leaves and dogs.
- Use verbal & non-verbal communication**  
This includes eye contact with drivers & pointing to road hazards for cyclists.
- Avoid riding at night**  
It's hard for road users to see bicyclists at dusk, dawn and nighttime.

There are various ways to stay safe while on the road this summer. Learn how these 8 tips can help you do your part!

Cycling is a popular leisure activity and, in many cases, a means of transportation. In 2021, the number of cyclists on the road amounted to about 42.78 million and now account for over 2 percent of people who die in a crash involving a motor vehicle on our nation's roads.



# SOCIAL MEDIA CALENDAR

»

**Planner**   Content

Social accounts ▾   Post status ▾  

Today   <   >   Jul 2022 ▾

Fri  
**Jul 22**   ✕

Create

9 AM

**melindalinay**

9:10AM True or False: It ta...

**Melinda Garza**

9:10AM True or False: It ta...

Sun	Mon	Tue	Wed	Thu	Fri	Sat
3	4 2 Scheduled	5 2 Scheduled	6 2 Scheduled	7 1 Scheduled	8 2 Scheduled	9
10	11 2 Scheduled	12 2 Scheduled	13 2 Scheduled	14 1 Scheduled	15 2 Scheduled	16
17	18 2 Scheduled	19 1 Scheduled	20 2 Scheduled	21 2 Scheduled	22 2 Scheduled	23
24	25	26	27	28	29	30



# SCREENSHOTS FROM MY VIDEO SHOOT





## THE FINAL STRETCH

One of a cyclist's worst speed bumps is weather. If it's too hot outside, they can risk dehydration, if it's too cold, they can risk losing control of their bicycle as a result of ice on the road, if it's raining hard, they can lose sight of the road and crash due to slippery roads. Unfortunately, the latter is what happened after a week-long rainstorm hit central Texas resulting in wet roads and no cyclists on the road. This meant I had to keep pushing when I could go out to record until Sunday.



However! I was finally able to get the footage I needed and a solid interview with a cyclist that should drive the video-element of my project forward.

This week I was able to write and schedule all my social media posts on Hootsuite so they could go out throughout the month of July. This means that this week, I will need to edit my video, wrap up the final podcast episode and excitedly wrap up this seven-week project!